

**The Claims**

1. **(Currently Amended)** A system for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website, the system comprising:

first software associated with the a particular web page of a website and operable to collect information concerning user interaction with the particular web page; and

second software associated with the particular web page operable to:

receive, from a website owner who has accessed the particular web page using a web browser ~~and~~ while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the particular web page;

determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generate a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, present the viewable user interface to the ~~web-site~~ website owner in substantially real-time in response to the input received from the website owner while the particular web page ~~is viewable~~ was viewable within the browser window of the web browser.

2. **(Currently Amended)** The system of Claim 1, wherein the second software is operable to:

receive a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page, determine whether the password received from the website owner is valid.

3. **(Currently Amended)** The system of Claim 1, wherein the second software is operable to:

receive, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the particular web page; and

filter the collected information concerning user interaction with the particular web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the particular web page matching the specified filter criteria.

4. **(Currently Amended)** The system of Claim 3, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the particular web page.

5. **(Currently Amended)** The system of Claim 1, wherein the collected information concerning user interaction with the particular web page is user traffic information.

6. **(Currently Amended)** The system of Claim 1, wherein the collected information concerning user interaction with the particular web page is user feedback information concerning the particular web page.

7. **(Currently Amended)** The system of Claim 6, wherein the second software is operable, if the website owner is authorized to access the collected user feedback information, to:

generate a report of the collected user feedback information; and

present the report to the website owner to provide the website owner access to the collected user feedback information while the particular web page is viewable within the browser window of the web browser.

8. **(Original)** The system of Claim 7, wherein the report comprises one or more of:

a first display of a time frame associated with the collected user feedback information;

a second display providing an overview of the collected user feedback information;

and

a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

9. **(Currently Amended)** The system of Claim 7, wherein the report comprises a display window operable to display one or more of:

one or more charts of one or more general or specific user ratings of the particular web page;

user comments regarding the particular web page; and

one or more survey displays of user answers to one or more explicit questions regarding the particular web page.

10. **(Currently Amended)** The system of Claim 1, wherein the input indicating a desire to access the collected information concerning user interaction with the particular web page comprises entry of one or more particular keystrokes using a keyboard.

11. **(Currently Amended)** The system of Claim 1, wherein:

the particular web page comprises a first web page;

the website comprises one or more other web pages in addition to the first web page;

and

the second software is further operable to:

receive, from the website owner, a specification of one or more of the other web pages; and

provide the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

12. **(Currently Amended)** A method for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website, the method comprising:

collecting information concerning user interaction with the a particular web page of a website;

receiving, from a website owner who has accessed the particular web page using a web browser and while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the particular web page;

determining whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, presenting the viewable user interface to the ~~web-site~~ website owner in substantially real-time in response to the input received from the website owner while the particular web page is viewable was viewable within the browser window of the web browser.

13. **(Currently Amended)** The method of Claim 12, comprising:  
receiving a password from the website owner; and  
to determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page, determining whether the password received from the website owner is valid.

14. **(Currently Amended)** The method of Claim 12, comprising:  
receiving, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the particular web page; and  
filtering the collected information concerning user interaction with the particular web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the particular web page matching the specified filter criteria.
15. **(Currently Amended)** The method of Claim 14, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the particular web page.
16. **(Currently Amended)** The method of Claim 12, wherein the collected information concerning user interaction with the particular web page is user traffic information.
17. **(Currently Amended)** The method of Claim 12, wherein the collected information concerning user interaction with the particular web page is user feedback information concerning the particular web page.
18. **(Currently Amended)** The method of Claim 17, comprising, if the website owner is authorized to access the collected user feedback information:  
generating a report of the collected user feedback information; and  
presenting the report to the website owner to provide the website owner access to the collected user feedback information while the particular web page is viewable within the browser window of the web browser.

19. **(Original)** The method of Claim 18, wherein the report comprises one or more of:

a first display of a time frame associated with the collected user feedback information;  
a second display providing an overview of the collected user feedback information;

and

a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

20. **(Currently Amended)** The method of Claim 18, wherein the report comprises a display window operable to display one or more of:

one or more charts of one or more general or specific user ratings of the particular web page;

user comments regarding the particular web page; and

one or more survey displays of user answers to one or more explicit questions regarding the particular web page.

21. **(Currently Amended)** The method of Claim 12, wherein the input indicating a desire to access the collected information concerning user interaction with the particular web page comprises entry of one or more particular keystrokes using a keyboard.

22. **(Currently Amended)** The method of Claim 12, wherein:

the particular web page comprises a first web page; and

the website comprises one or more other web pages in addition to the first web page;

the method comprising:

receiving, from the website owner, a specification of one or more of the other web pages; and

providing the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

23. **(Currently Amended)** Software for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website while the particular web page is viewable, the software embodied in media and when executed operable to:

receive, from a website owner who has accessed the a particular web page of a website and using a web browser and while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access collected information concerning user interaction with the particular web page;

determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generate a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page;  
and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, present the viewable user interface to the ~~web-site~~ website owner in substantially real-time in response to the input received from the website owner while the particular web page is-viewable was viewable within the browser window of the web browser.

24. **(Currently Amended)** The software of Claim 23, operable to:

receive a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page, determine whether the password received from the website owner is valid.

25. **(Currently Amended)** The software of Claim 23, operable to:  
receive, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the particular web page; and  
filter the collected information concerning user interaction with the particular web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the particular web page matching the specified filter criteria.

26. **(Currently Amended)** The software of Claim 25, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the particular web page.

27. **(Currently Amended)** The software of Claim 23, wherein the collected information concerning user interaction with the particular web page is user traffic information.

28. **(Currently Amended)** The software of Claim 23, wherein the collected information concerning user interaction with the particular web page is user feedback information concerning the particular web page.

29. **(Currently Amended)** The software of Claim 28, operable, if the website owner is authorized to access the collected user feedback information, to:  
generate a report of the collected user feedback information; and  
present the report to the website owner to provide the website owner access to the collected user feedback information while the particular web page is viewable within the browser window of the web browser.



30. **(Original)** The software of Claim 29, wherein the report comprises one or more of:

- a first display of a time frame associated with the collected user feedback information;
- a second display providing an overview of the collected user feedback information;

and

- a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

31. **(Currently Amended)** The software of Claim 29, wherein the report comprises a display window operable to display one or more of:

- one or more charts of one or more general or specific user ratings of the particular web page;

- user comments regarding the particular web page; and

- one or more survey displays of user answers to one or more explicit questions regarding the particular web page.

32. **(Currently Amended)** The software of Claim 23, wherein the input indicating a desire to access the collected information concerning user interaction with the particular web page comprises entry of one or more particular keystrokes using a keyboard.

33. **(Currently Amended)** The software of Claim 23, wherein:

- the particular web page comprises a first web page; and

- the website comprises one or more other web pages in addition to the first web page;

- the software operable to:

- receive, from the website owner, a specification of one or more of the other web pages; and

- provide the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

34. **(Currently Amended)** A system for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website, the system comprising:

means for collecting information concerning user interaction with ~~the~~ a particular web page of a website; and

means for receiving, from a website owner who has accessed the particular web page using a web browser and while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the particular web page;

means for determining whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

means for, if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, presenting the viewable user interface to the ~~web-site~~ website owner in substantially real-time in response to the input received from the website owner while the particular web page is viewable within the browser window of the web browser.

**The Specification**

Please amend Page 7, Line 21-22 as follows:

~~FIGURE 11 illustrates~~ FIGURES 11A and 11B illustrate an example method of measuring a user's feedback to particular web pages of a website;

Please amend the paragraph beginning on Page 31, Line 26 as follows:

In one embodiment, as described above, a question mark or other ~~symbol 64~~ symbol 76 may be associated with the set 70 of rating scales 72 to allow the user 16 to provide comments relating to the page 28, one or more specified aspects of page 28, one or more items associated with page 28, or other appropriate comments. ~~Symbol 64~~ Symbol 76 might further allow user 16 to receive help or other information relating to tool 30, tool 32, tool 34, or system 10. For example, a window similar to the window 65 of FIGURE 4 may appear with rating scales 72 in response to user 16 selecting ~~symbol 64~~ symbol 76. Alternatively, rating scales 72 incorporating such a window might appear in response to user 16 initially selecting icon 50, without requiring user 16 to first select ~~symbol 64~~ symbol 76. Moreover, as illustrated in FIGURE 6, a pop-up window 78 containing rating scale 60 associated with tool 32, one or more rating scales 72 associated with tool 34, and a field 79 to receive comments or help requests might be presented to user 16 in response to user 16 selecting ~~symbol 64~~ symbol 76, selecting icon 50, or otherwise. The present invention contemplates any technique for receiving comments or other textual input from user 16 in association with a particular page 28.

Please amend the paragraph beginning on Page 46, Line 14 as follows:

~~FIGURE 11 illustrates~~ FIGURES 11A and 11B illustrate an example method of measuring feedback of user 16 to one or more particular pages 28 of website 26. The method begins at step 300, where user 16 establishes a connection to server 14 to access a particular page 28 of website 26 incorporating tool 30. At step 302, server 14 communicates page 28, with incorporated tool 30, to user 16 and, at step 304, a separate directory containing the script associated with tool 30 is installed in some appropriate manner on the user's computer

system. If page 28 is the first page 28 incorporating tool 30 that the user 16 has accessed during the browser session at step 306, tool 30 attempts to determine at step 308 the IP or other electronic address for the user's computer system and, when technically feasible, the hostname for the user's computer system. At step 310, the tool 30 attempts to store a cookie, token, or other appropriate message on the user's computer system, through the user's web browser or otherwise, containing the session identifier for the browser session. At step 312, tool 30 may also store the time and date at which user 16 accessed the page 28. At step 306, if page 28 is not the first page 28 incorporating tool 30 that user 16 has accessed during the browser session, the method may proceed directly to step 312. The present invention contemplates steps 304 through 312 occurring in any appropriate order, according to particular needs.